

determining interaction data for the content item attributable to entities in respective segments of the pair;
 determining that a user associated with the device is a member of one of the segments of the pair of segments;
 in response to determining that the user is a member of the one of the segments of the pair of segments, modifying the content item to include a control that enables the user to increment the response metric associated with the one of the segments of the pair of segments through interaction with the control that is included in the content item; and

providing the modified content item along with comparison information based at least in part on the interaction data.

13. A computer program product tangibly embodied in a computer-readable storage device and comprising instructions that, when executed by a processor, cause the processor to:

identify a plurality of segments of viewers wherein each segment is associated with an entity;
 identify pairs of segments for comparison;
 responsive to a request for content, identify a content item for presentation on a user device;
 identify a first pair of segments that are associated with the content item;

determine, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment;

determine that a user associated with the user device is a member of one of the segments of the first segment pair;

in response to determining that the user is a member of the one of the segments of the first segment pair, modify the content item to include a control that enables the user to increment the response metric associated with the one of the segments through interaction with the control that is included in the content item; and

provide the modified content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

14. The product of claim **13** wherein the plurality of segments are social groups.

15. The product of claim **13** wherein a portion of the plurality of segments includes one or more segments associated with a respective geographic region.

16. (canceled)

17. A system comprising:

one or more processors; and

one or more memory elements including instructions that

when executed cause the one or more processors to:
 identify a plurality of segments of viewers wherein each segment is associated with an entity;

identify pairs of segments for comparison;

responsive to a request for content, identify a content item for presentation on a user device;

identify a first pair of segments that are associated with the content item;

determine, for each segment of the first segment pair, a response metric associated with responses to the content item, the responses attributable to entities in a given segment;

determine that a user associated with the user device is a member of one of the segments of the first segment pair;

in response to determining that the user is a member of the one of the segments of the first segment pair, modify the content item to include a control that enables the user to increment the response metric associated with the one of the segments through interaction with the control that is included in the content item; and

provide the modified content item responsive to the request including providing results associated with the response metric for both segments of the first pair of segments for presentation along with the content item.

18. The system of claim **17** wherein the plurality of segments are social groups.

19. The system of claim **17** wherein a portion of the plurality of segments includes one or more segments associated with a respective geographic region.

20. (canceled)

21. The method of claim **1** wherein the control enables the user to designate the segment of the first segment pair with which the user is associated and does not enable the user to designate the other segment of the first segment pair.

22. The method of claim **1** further comprising:

receiving data indicating the user has responded to the content item; and

updating the response metric for the segment of the first segment pair that is associated with the user.

23. The method of claim **1** further comprising presenting a user interface to a content sponsor associated with the content item that enables the content sponsor to associate the segments of the first segment pair with the content item.

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